

LEO BURNETT COMPANY, Inc.

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# New low tar cigarette from Philip Morris Research



Regular or  
Menthol.

## MULTIFILTER®

Consider this fact: New Multifilter is lower in tar at 14 mgs. than 95% of all cigarettes sold in the U.S.

*F.T.C. findings: highest yielding cigarette delivers 12 mgs. tar—the lowest delivers 4 mgs. tar.*

*\*Independent testing service.*



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